



## Sponsorship Packet

# 2010 Earth Day

April 24 | 12 noon - 5 p.m. | CCB Plaza



*The benefits are endless!*



*Durham Parks and Recreation provides opportunities for our community to Play More!*

# Earth Day Festival



**Durham Parks and Recreation (DPR)** Durham Parks and Recreation provides opportunities for the Durham community to Play More! The department strives to help citizens discover, explore and enjoy life through creative and challenging recreational choices that contribute to their physical, emotional and social health. Durham Parks and Recreation offers a wide variety of special events providing opportunities for families to experience safe, exciting, and organized recreational activities in a beautiful park setting, recreation center, or other locations throughout the city at minimal or no cost.

These events are positive, engaging and exciting. Please take a few moments to review the special events and discover a way to help our community create family memories in a positive atmosphere. Additional sponsorship opportunities are available. Please see the list of events below:

## **SPONSORSHIP CATEGORIES**

Cultural Events  
Music Series Events  
Specialty Events  
Youth Events/Care Programs  
Family/Athletic Events  
Holiday Events

## **EVENTS BY CATEGORIES**

### **Cultural Arts Festivals**

Bimbé Cultural Arts Festival  
Earth Day  
Latino Festival

### **Music and Arts Events**

CCB Plaza Events  
Warehouse Blues  
Woofstock Experience

### **Specialty/Family/Athletic Events**

Durham Senior Games  
Durham Spring Games/Special Olympics  
Mature Adult Trips

### **Youth Events | Care Programs**

Eggstravaganza  
Fall Festival  
Hallow-Eno  
Summer Camp  
After-School Program/Fun Days/Intersession  
Spring Break Activities

### **Holiday Events**

Senior Holiday Party  
Holiday Parade and Tree Lighting

*Events are subject to change.*

## **Durham Parks and Recreation Contact Information**

Mailing Address | 101 City Hall Plaza, Durham, North Carolina 27701

Physical Address: | 400 Cleveland Street, Durham, North Carolina 27701

Phone: (919) 560-4355 | Fax: (919) 560-4021

### **For more information or to set up an appointment, please contact:**

Annette Smith at (919) 560-4355 | [annette.smith@durhamnc.gov](mailto:annette.smith@durhamnc.gov)  
Amber Rudisill at (919) 560-4355 | [amber.rudisill@durhamnc.gov](mailto:amber.rudisill@durhamnc.gov)  
Cynthia Booth at (919) 560-4355 | [cynthia.booth@durhamnc.gov](mailto:cynthia.booth@durhamnc.gov)

# Earth Day Festival



## EARTH DAY FESTIVAL

*Attendance in 2009: 4,000 | Projected attendance in 2010: 6,000*

The 2010 Earth Day Festival is presented by Durham Parks and Recreation along with Keep Durham Beautiful and will be held on Saturday, April 24 from 12 noon - 5 p.m. in downtown Durham at the CCB Plaza and Historic Parrish Street.

Earth Day participants will enjoy great music, food, participate in “green” activities and learn about the many solutions to the environmental issues we are facing. Festival organizers will encourage participants to use eco-friendly transportation to the festival.

### **Durham Earth Day Parade**

There will be a rousing parade featuring handmade costumes, face masks and instruments lead by the residents of Durham. Participants will dress up as their favorite plant or animal.

### **Earth Art Market**

Browse and shop for local, hand-made green goods, crafts and environmental art at the Earth Art Market. A variety of local and regional artists will be selling their natural crafts and green wares.

### **Eco-Lounge**

Participants will learn what to do to go green this year at the Eco Lounge. Come, relax and talk with local experts about urban greening.

### **“Go Green” Active Transportation Expo**

Go green and bike, walk, skate, carpool or ride DATA and Triangle Transit to the Durham Earth Day Festival. There will also be a valet bike parking service at the festival ride in and check your bicycle for free!

### **Sustainability Expo**

The Sustainability Expo will showcase environmentally friendly businesses and organizations that sell and share green products and services, energy, transportation, building, home and personal products, gardening, clean water and more.

### **Zero-Waste Project**

Festival goers and vendors will have every opportunity to go green when they throw away their trash. There will be several “Zero-Waste” stations to sort, recycle, reuse, compost, trade, and dispose of trash! “It’s easy being green” with the Zero-Waste project for a trash-free festival.

*Activities are subject to be modified or change. For additional information, contact Amber Rudisill at (919) 560-4355.*

# Earth Day Festival



Please review the sponsorship options listed below:

## **Presenting Earth Day Sponsor (Cash donation of \$10,000)**

- Naming rights to the main stage
- Company ad placed in two issues of the *DPR Play More magazine*
- Company logo placed on the events page of the DPR website
- Stage announcements
- Logo placement on promotional materials including posters, postcards and t-shirts
- Name placed on press releases, e-campaigns and media kits
- Company will receive a tent and table to distribute information to event participants
- Banner placement at the event

## **Platinum Earth Day Sponsor (\$5,000)**

- Naming rights to the Eco Lounge or Kids Zone (donation must be cash to receive this benefit)
- Company ad placed in one issue of the *DPR Play More magazine*
- Company logo placed on the events page of the DPR website
- Logo placement on promotional materials including posters, postcards and t-shirts
- Company will receive a tent and table to distribute information to event participants
- Banner placement at the event

## **Gold Earth Day Sponsor (\$2,500)**

- Naming rights to the Artist Market, Transportation Expo, Bike Valet, Sustainability Expo, Zero Waste, or Volunteer Hospitality (donation must be cash to receive this benefit)
- Company name will be placed in one issue of the *DPR Play More magazine*
- Company name placed on the events page of the DPR website
- Company will receive a table to advertise and promote their company
- Logo placement on promotional materials including posters, postcards and t-shirts

## **Silver Earth Day Sponsor (\$1,000)**

- Company name placed on the events page of the DPR website
- Company name will be listed on promotional materials including poster and postcards
- Company will be able to display information at the general information tent

## **Bronze Earth Day Sponsor (\$500)**

- Company name placed on the events page of the DPR website
- Recognition at the event

## **Earth Day Friend (\$100-\$250)**

- Recognition at the event

## **In-Kind Services or Donations**

In order to receive the sponsorship levels, your donation must be a minimum of the amounts listed above. For donating items or time to Earth Day, your company will be recognized by placing the company name on promotional materials where applicable and/or the company may receive the amenities of a package rate depending on the monetary value of the donation.

# Earth Day Festival



Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Company Website URL: \_\_\_\_\_

Services Provided: \_\_\_\_\_

I would like to partner with the Durham Parks and Recreation in the following way:

**EARTH DAY PRESENTING SPONSORSHIP (\$10,000)**

Contribution Amount: \_\_\_\_\_

**EARTH DAY PRESENTING SPONSORSHIP (\$5,000)**

Contribution Amount: \_\_\_\_\_

**EARTH DAY GOLD SPONSORSHIP (\$2,500)**

Contribution Amount: \_\_\_\_\_

**EARTH DAY SILVER SPONSORSHIP (\$1,000)**

Contribution Amount: \_\_\_\_\_

**EARTH DAY BRONZE SPONSORSHIP (\$500)**

Contribution Amount: \_\_\_\_\_

**EARTH DAY FRIEND (\$100-\$250)**

Contribution Amount: \_\_\_\_\_

**Method of Payment:** Please make all checks payable to Keep Durham Beautiful. On-line payments can be made at [www.KeepDurhamBeautiful.org](http://www.KeepDurhamBeautiful.org). The payment must be received prior to the actual event. All donations are tax deductible.

**Mail the completed form to the Sponsorship Committee:** Durham Parks and Recreation, Attention Annette Smith (101 City Hall Plaza, Durham, NC 27701)

**Items needed for Presenting, Platinum, Gold, and Silver Sponsorships**

A vector version of the company logo must be sent to the Marketing Team via e-mail ([laura.nickel@durhamnc.gov](mailto:laura.nickel@durhamnc.gov)) to be printed in promotional materials. Please see page 6 for the benefits guidelines.



# Earth Day Festival



Sponsoring a Durham Parks and Recreation event is an opportunity to support the community in a positive way. It is also an opportunity to reach thousands of people throughout the Triangle area. Your support of DPR events is highlighted through the following marketing opportunities, depending on sponsorship level:

**Play More Magazine:** DPR's main programming publication, listing all classes, programs, park information, facility rentals and special events offered by DPR. Published three times a year, 45,000 copies are distributed as an insert in the *The Herald Sun* and at all DPR recreation centers, special events and other locations throughout Durham.

**Durham Parks and Recreation Website:** Website users seek information about programming and events, download Play More and learn more about park amenities and locations through the online park locator. Receives 1,700 hits per week.

**Press Releases:** Distributed to local and regional media outlets.

**Electronic communication:** Event information sent out via e-mail to all city employees (number of employees: 2,200) and via DPR's listservs, neighborhood associations.

**Posters/Flyers/Ads/t-shirts:** Various forms of print media will be distributed to the public, depending on the event. May also include a Herald Sun newspaper insert, distributed to all subscribers (36,000 households) and to event attendees.

**Promotional Tent:** A dedicated space to hang company banners and distribute information, coupons, giveaways, etc. at DPR events.

**Banner Visibility:** Prominent display of company banners at DPR events.

## **Production Deadlines and Specifications:**

In order to produce and distribute marketing materials in a timely and effective manner, a sponsor's company logo must be submitted by the following deadlines to be included in promotional materials. Logos must be received in vector format at the following e-mail address: [laura.nickel@durhamnc.gov](mailto:laura.nickel@durhamnc.gov). Call Laura Nickel at (919) 560-4355, ext. 222 with any questions. The deadline for placement of marketing materials is Monday, March 1, 2010. Please see the list of promotional items/materials that will be produced.

Posters/Postcards

T-shirts

Electronic Communications

Website

Press Releases

Newspaper Inserts